

**Cultural Connection: San Jose's Cultural Plan for 2011-2020**  
**Prioritized Workplan Reflecting Top Priorities for 2014 – 2016**

Goals, Strategies and Key Actions	Team
<b>I. Goal - Support the Availability of Diverse Cultural Spaces and Places Throughout the Community.</b>	
<p>A. Encourage neighborhood-based cultural activities.</p> <ol style="list-style-type: none"> <li>1. Enhance consideration of cultural uses in development and operation of parks, libraries, and community and recreation centers.</li> </ol>	<p>Office of Cultural Affairs (OCA), Parks Recreation and Neighborhood Services (PRNS), San Jose Public Library (SJPL), Neighborhood networks and associations</p>
<p>B. Steward the sustainability of City-owned cultural facilities.</p> <ol style="list-style-type: none"> <li>1. Identify funding mechanisms to meet maintenance and capital needs (Mayor's March Budget Message for FY 14-15 identifies new increment of 4% TOT).</li> <li>2. Work with nonprofit cultural facility operators to prioritize maintenance and capital repair projects.</li> </ol>	<p>OCA, Dept of Public Works, Nonprofit Cultural Facility Operators</p>
<p>C. Encourage multipurpose space in private and public developments that is appropriate for events, programs, rehearsals and performances serving a variety of organizations.</p> <ol style="list-style-type: none"> <li>1. Analyze demand and plan accordingly for cultural amenities as part of the implementation of the Urban Villages.</li> </ol>	<p>OCA, OED, Planning, Building and Code Enforcement (PBCE)</p>
<b>II. Goal - Strengthen Downtown San Jose as the Creative and Cultural Center of the Silicon Valley.</b>	
<p>A. Support and promote Downtown San Jose as the creative urban center of Silicon Valley.</p> <ol style="list-style-type: none"> <li>1. Implement <i>SoFA Creates &amp; Connects</i> creative placemaking strategies aimed at increasing vibrancy.</li> <li>2. Foster the activation of the public realm through creative placemaking strategies and eliminating barriers to activation.</li> <li>3. Support the SoFA cultural district.</li> <li>4. Explore the feasibility of the creation of a Levitt Pavilion in St. James Park</li> </ol>	<p>OCA, PRNS, San Jose Downtown Association (SJDA), SV Creates, MACLA, SPUR, art partners, creative entrepreneurs, Levitt Pavilion Exploratory Committee, Levitt Foundation</p>

<b>III. Goal - Integrate High Impact Public Art and Urban Design throughout the Community.</b>	
<p>A. Prioritize projects in high-traffic transportation corridors, pedestrian areas, and in key areas of city development:</p> <ol style="list-style-type: none"> <li>1. Advance Illuminating Downtown Projects.</li> <li>2. Integrate art into key transportation projects such as Berryessa BART, Bus Rapid Transit and areas including North San Jose, Downtown and Edenvale.</li> <li>3. Integrate public art into San Carlos corridor.</li> <li>4. Promote high quality public art and urban design in new commercial and multi-unit housing developments in Downtown and North San Jose.</li> <li>5. Incorporate public art creative placemaking strategies into City Urban Village developments.</li> <li>6. Integrate public art into Environmental Services Department (ESD) projects focusing on community awareness of the collector systems.</li> </ol>	<p>OCA, Office of Economic Development (OED), PRNS, ESD, Dept of Transportation, PBCE, SJDA, ZERO1, SV Creates, SPUR, VTA</p>
<b>IV. Goal - Foster Destination Quality Events in San Jose.</b>	
<p>A. Attract new and cultivate existing signature events and outdoor special events.</p> <ol style="list-style-type: none"> <li>1. Partner with Silicon Valley Contemporary Art Fair on successful launch.</li> <li>2. Attract and retain international, national, and regional outdoor special events.</li> <li>3. Identify big top production site.</li> <li>4. Create and cultivate partnerships to create a vibrant events community.</li> </ol> <p>B. Develop public policy and strategies to support outdoor public venues and build cultural enrichment.</p> <ol style="list-style-type: none"> <li>1. Steward implementation of efficient traffic control model.</li> <li>2. Monitor and revise City-wide policy to build cultural enrichment.</li> </ol>	<p>OCA, Event Organizers, Team San Jose, San Jose Sports Authority, SJDA, Police Dept, Dept of Transportation and other City Depts.</p>
<b>V. Goal - Strengthen Communitywide Marketing and Audience Engagement.</b>	
<p>A. Develop a marketing and audience engagement collaborative, including arts and cultural organizations, special event organizers and creative businesses, to identify and pursue cooperative initiatives.</p> <ol style="list-style-type: none"> <li>1. Develop and support marketing efforts aimed at local and regional audiences. (ex. multicultural festival marketing)</li> <li>2. Pursue collaborative marketing efforts aimed national audiences.</li> <li>3. Cultivate NextGen audiences.</li> <li>4. Support Live &amp; Local live music campaign.</li> </ol>	<p>SV Creates, Team San Jose, SJDA, arts organizations, event organizers, creative businesses, media partners</p>

<b>VI. Goal - Enhance Support for Creative Entrepreneurs and the Commercial Creative Sector</b>		
A. Offer resources to support small creative businesses and creative entrepreneurs. 1. Provide trainings to serve the business needs of creative entrepreneurs and arts-based businesses.		OED, work2future, Center for Cultural Innovation
B. Facilitate access to funding for startup and expansion of creative businesses.		OED, Center for Cultural Innovation
C. Support the development of live, work, exhibition and/or presentation for multidisciplinary artists and creative entrepreneurs. 1. Support MACLA facility expansion project that will increase artist studio and presentation space. 2. Encourage activation of underutilized spaces, such as vacant buildings.		OCA, OED, MACLA, property owners, multidisciplinary artists
<b>VII. Goal - Strengthen the Cultural Community's Infrastructure.</b>		
A. Continue to foster a vibrant, sustainable ecosystem of healthy arts and cultural organizations. 1. Provide training for boards of directors of nonprofit arts and cultural organizations, and their senior executives, which encompasses the specific needs of the sector.		Philanthropic funding partners, SV Creates, DeVos Institute, nonprofit service providers, nonprofit art organizations, MALI and GenArts leadership networks
<b>VIII. Goal - Increase Funding for Cultural Development.</b>		
A. Enhance support for the arts through Building Public Will for the Arts Pilot Project. 1. Engage new stakeholders and champions outside traditional arts community to define, build shared understanding around and communicate the underlying values that motivate support for and participation in the arts and how the arts provide value to our lives.		OCA, California Arts Council, SV Creates, cross-sector leaders
B. Identify new revenue sources dedicated to San Jose's arts and culture. 1. Encourage private funding for communitywide initiatives, such as marketing and audience engagement, cultural participation, and advocacy. 2. Explore a private development contribution requirement to provide on or off-site arts and cultural funding. 3. Preserve the level of and, as funding becomes available, and increase grant support for arts and cultural organizations.		OCA, OED, PBCE, SV Creates, philanthropic funding partners, art organizations